

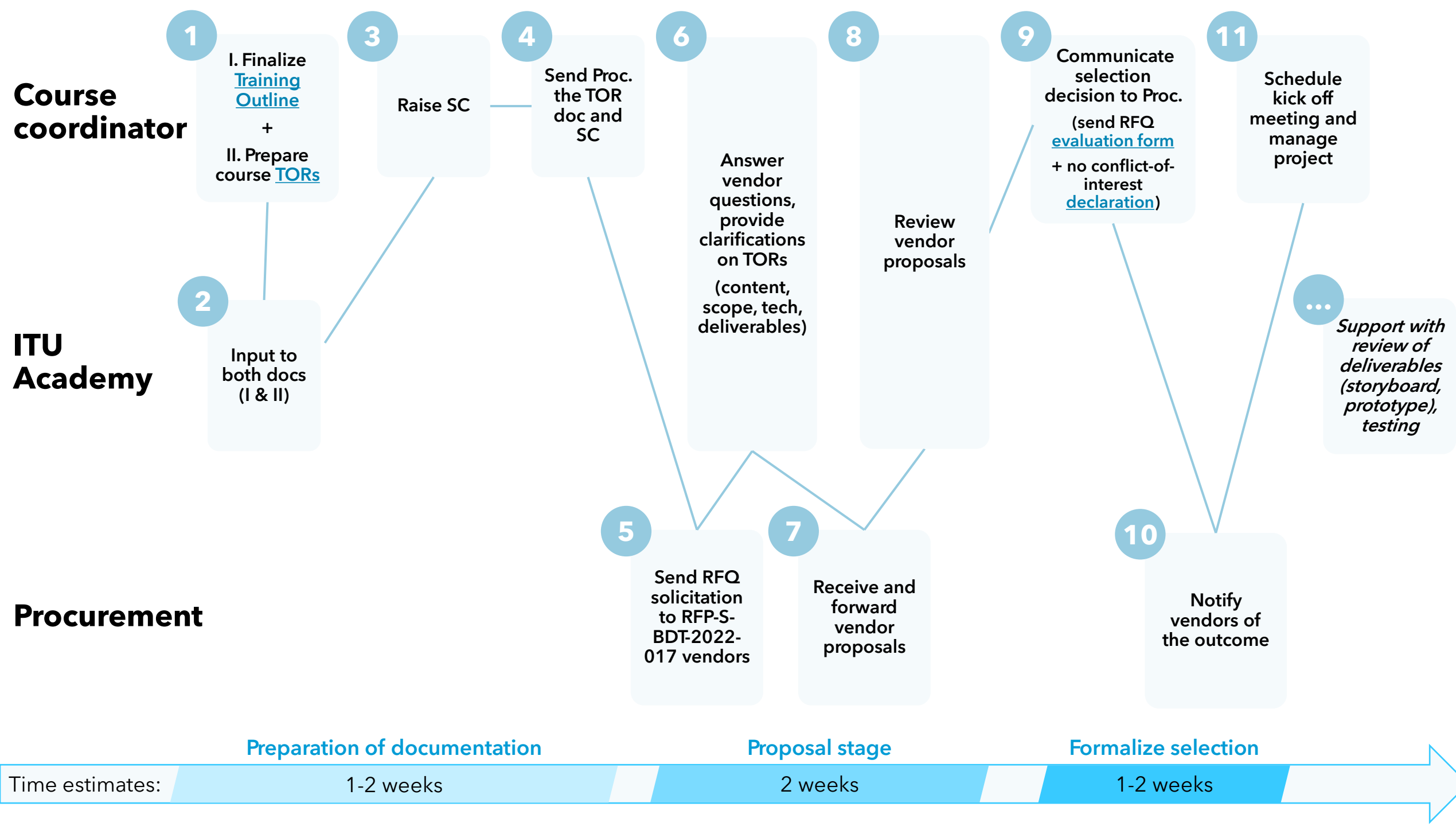
E-learning (*Online Self-paced Training Course*) Development Guide

If you have any questions regarding this guide please contact
ituacademy@itu.int

Vendor Selection Process

Step by step overview

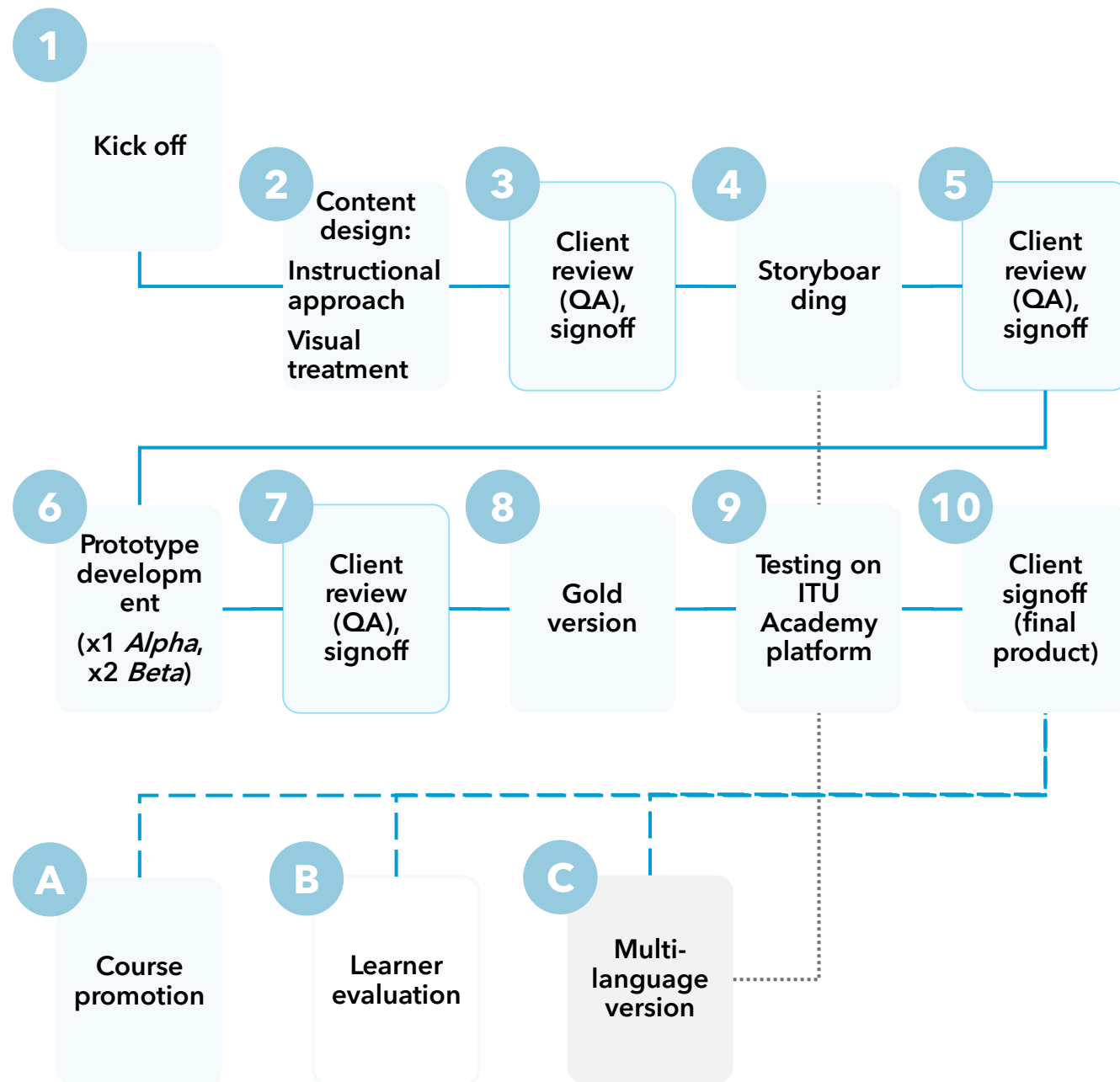
Note: depending on the nature of the project, some steps might differ. ITU has concluded Long Term Agreements with five vendors as a result of RFP-S-BDT-2022-017, for provision of instructional design for online training courses: C&K, Dotsoft, eMentor, Empower, Motto.



Production & Roles

At a glance

Note: depending on the nature of the project, some steps might differ.



Project roles

ITU Roles/Resources

(the same person can act for several of the below)

Client - project coordination:

- **PO:** Project Owner (project sponsor, usually head of department or unit)
- **SME:** Subject Matter Expert (thematic specialist, inputs on/validates the integrity and accuracy of the content)
- **PM:** Project Manager, coordinator for the initiative
- **TST:** Testers (staff who will test the content for technical feasibility and accessibility)

Support and learning expertise:

- **CSD:** Capacity and Digital Skills Development Division (learning solution specialists: instructional design and technology).

Vendor roles

- **(v)PM:** (vendor) Project Manager
- **ID:** Instructional Designer/s (learning expert/s in the field of instructional methodology)
- **AM:** Account Manager (resource allocation, escalation)

Production Stages: Description and Outcomes

Detailed breakdown

Note: depending on the nature of the project, some steps might differ.

Phase	Stage		Description	Outcome
DESIGN	1. Kick off		Clarifies roles and responsibilities (Subject-Matter Expert (SME), Project Manager (PM), etc.), project scope, target audience requirements, learning objectives and evaluation, review cycles, technology details, budget constraints, timelines, localisation approach, learning platform treatment.	Project initiation document, Project plan
	2. Instructional approach		Meeting(s) to establish how the content will be organized (chapters, module map), what style to use, tone, etc. It results in a high-level plan of the overall approach for the course. It also ensures the vendor Instructional Designer (ID) has a good grasp of the content.	High level design document
	2. Visual treatment		A short consultation stage to agree on course look and feel, appearance, branding, graphics. Narration voices & tone may also be discussed.	Mock-ups, mood board, course player
	4. Storyboarding		This is essentially the blueprint for the course . The storyboard presents the on-screen text, audio elements, and interactivities. It details what learners will see, hear, and do during the course. It sets the expectations for content treatment and is used throughout the development phase as the guide for building the course. Review: <i>it is essential that the storyboards capture the content/text in its final form!</i>	Finalized and detailed script for the course (critical review stage!)
DEVELOPMENT	6. Prototype	Alpha version	A draft on-screen version of the course, created in the selected authoring tool. The purpose of this deliverable is to give the client a realistic preview of how the course will flow. Narration (if present) is not in its final form and many of the images are placeholder images. Most interactivities are inserted at this stage. Review: medium content/wording adjustments, audio and interaction modifications possible. <i>Final edits should be requested in this stage of the prototype!</i>	Beta version (critical review stage!)
		Beta version	An on-screen advanced prototype version of the course, adjusted based on the corrections and changes requested by the client during Alpha review. Contains final narration (if applicable), images and media assets (animations, videos). Review: very limited final tweaks (punctuation, etc.). No <i>new content</i> requests/additions possible. <i>Bigger changes usually incur extra costs and additional production time.</i>	Gold version (critical review stage!)
	8. Gold version		The final format of the course, a fully developed module in which all of the activities have been adjusted based on the corrections requested by the client in Alpha and Beta.	SCORM package (LMS compliant)
DEPLOYMENT	9. Testing on the ITU Academy platform		Technical quality assurance stage to confirm that the course functions properly on the ITU learning platform (launch, completion, tracking).	Course added to catalogue
	A. Course promotion		Advertising of course launch via newsletter, social media, etc – liaise with Comms Department and ITU Academy team.	Social media assets, promotional products
	B. Evaluation		Learner feedback data on course quality, learning experience (standard evaluation in ITU Academy platform).	Reporting data

Common Risks

Pitfalls and mitigation actions

Note: depending on the nature of the project, some details might differ.

Risk Factor	Impact	Mitigation
Content not finalized	<ul style="list-style-type: none">• Production delayed	Vendor conducts content mapping/mining session
Content difficult to synthesize by Subject Matter Expert (SME)	<ul style="list-style-type: none">• Project goes out of scope• Compromised learning value	Modularize content Employ a content mapping template
Content changes after production started	<ul style="list-style-type: none">• Cost increase• Deliverable delays	Clarify at project kick off the content review parameters for each stage (storyboard, prototype)
Different expectations Client vs. Vendor	<ul style="list-style-type: none">• Frustration• Working relationship compromised• Production halt	Clarify vision during project proposal and content design phase Use project kick off stage to clarify any pending items
Numerous SMEs involved in review	<ul style="list-style-type: none">• Delay in feedback• Production lagging• Costs increase• Double work	Ask for extended review time at project kick off (5 days+) Reduce the SME involvement after content & storyboard is finalized Project Manager (PM) to book SME time in advance as per project plan review times
Lack of clear ownership / decision factor	<ul style="list-style-type: none">• Ambiguity• Delays• Circular communication	Clearly define project owner(s) and SME roles (get agreement of same from all parties) PM role to coordinate required inputs from all parties
Change in scope	<ul style="list-style-type: none">• Cost and timeline increase	Clarify exact project parameters at TOR and kick off stages